

ABSTRACT

A system and method for providing web site update
schedules to consumers. A consumer requests the web sites for
5 which they would like to receive update schedules and the
invention provides the update schedules to the consumer along
with advertisements, promotions and recommendations for other
web sites to visit. In one embodiment, these advertisements
and recommendations are targeted to the consumers based on
10 their interests. The update schedules for the various web
sites can be obtained through several means. In one
embodiment, the update schedules may be obtained by itself by
crawling the web sites periodically or by receiving the update
schedules directly from web sites that register with the
15 system.